

GREAT DEMAND FOR FORD CARS

Local Agent Says Ford Company Will Sell 500,000 Fords This Season.

The Ford Motor Company is entering into the opportunities of another year. Prosperity is in the saddle and riding easily. The demand for Ford cars has never been so large nor insistent as at the present time. Their production will be fully seventy-five per cent larger as compared with January a year ago. They have an abundance of all materials to continue with a big production. There are in excess of 2,400 workmen operating in three shifts at the home factory at Detroit, and the twenty-eight assembling plants are rapidly gaining headway by a daily increase in their production. With the enlarged operations in all the activities of life, the coming year holds promise that Ford cars will be

sold just as fast as they can be built. The vision of the future is exceedingly bright, cheerful and satisfactory. With about 1,100,000 Ford cars in operation, each one an active, moving advertisement for standard service; with fifty branches or service stations, including twenty-eight branch factories; with more than 8,000 Ford agents, conveniently located over the entire country, quick, satisfactory service is assured the owners of Ford cars.

With this established record the Ford Motor Company is entering the year 1916 and the vision of a prophet is not required to confirm the faith that the company will not only make and sell 500,000 Ford cars within their fiscal year, but more than likely exceed that enormous quantity, which will be more than half of all the motor cars built in this country this year.

MAXWELL RUN IS ENDED AT LAST

Sportmanship Terminates Epoch-Marking Nonstop Performance.

After nearly doubling the figures that have, for three years, represented the motor non-stop record, the Maxwell touring car which has created a complete set of long distance marks, has been stopped at Los Angeles.

The Maxwell's motor non-stop record is 22,023.2 miles. This replaces a former record of 12,404.9 miles.

The end of the run was almost a civic holiday in Los Angeles. Thousands gathered at the appointed place, choking traffic and tendering the new endurance champion and its crew an ovation new in the annals of motoring. Mayor Sebastian, of Los Angeles, himself stepped to the driver's seat

and switched off the ignition. For the first time in nearly forty-four days the Maxwell motor missed its life giving spark and stopped.

Officially the run was declared ended. Practically it will continue for many more days as the car was immediately re-started and left for a triumphal tour through southern California and Arizona, where it will be shown to thousands of enthusiastic motorists who have watched its progress to its championship.

Last Day's Run Biggest.

That the run might have continued indefinitely without a motor stop was the belief of the Maxwell's crew and the official American Automobile Association observers. As a demonstration of its perfect condition, the final day's run was made the longest and fastest of the entire forty-four which

SEIBERLING SAYS MIX FRIENDSHIP WITH BUSINESS

If You Want to Make a Success of the Automobile Business.

"Frankly, my thoughts at the end of the old year and the beginning of the new, turn gratefully to the newspaper men and their newspapers," says A. G. Seiberling, general manager of the Haynes Automobile Company.

"The Haynes car has had in 1915 the most successful year in its history. It has made thousands of new friends for itself and has increased the friendship of the older friends. And naturally the Haynes car cannot make friends without making friends for its makers.

"I have never agreed with those people who stick to the idea that 'business is business.' I believe that it is possible to keep business out of friendship, but no man can be really successful if he tries to keep friendship out of business. The newspapers and the newspaper men have been our friends, and I do not believe there is a newspaper man in America who will say that he thinks we have ever tried to impose on that friendship.

"The Haynes has made news every

year of its existence, from the time when Elwood Haynes completed 'America's first car.' Every time we have real news to give out we have given it to the newspapers, and they have always treated items about the Haynes on a strictly news basis. I do not believe in and will not countenance 'fake' publicity. It is better for the public, better for the motorist and better for the automobile maker that nothing shall be printed about motor cars or motoring in general which is not actually news, and therefore not only of interest, but really helpful all around.

The new year is going to be even greater than was 1915. The prospects of the Haynes are certainly brighter than ever in its history, and I feel that prosperity in its largest measure is booked for the motor car industry in general during 1916. The industry has reached a definite, logical, business basis. There are few people who can not afford to own and run an automobile. There is nobody who does not want one some day.

"There is no limit to the market so far as prospective owners is concerned, and now with our country riding toward the crest of the greatest wave of prosperity it has ever known it seems to me that the automobile question is going to be one of supply and not of demand.

"Every automobile maker thanks the newspapers and the newspaper men for what they have done to aid in the development of the motor car and motoring. For myself and for the Haynes Automobile Company I feel like going to see each newspaper man personally and shaking him by the hand and telling him face to face how grateful I am for the part of the newspapers in upbuilding this great industry.

MODERN METHODS IN TIRE INDUSTRY

comprised the whole trip. During this twenty-four hours, the car covered 562.5 miles.

At no time in the tour was the car's average below 500 miles a day. This fact resulted in its annexing all long distance records from 2,000 miles upward, thus adding to the laurels of the new endurance champion.

Sportmanship was the chief factor in putting an arbitrary stop to the run when even more striking results might have been attained. It is the hope of the Maxwell forces that other Pacific coast distributors may emulate the example of the Lord Motor Car Company, which conducted the run. At least two other large dealers had informally promised to attempt to beat the Maxwell record. These promises were made early in the history of the run. It was feared that, in case the Maxwell continued further, the result would thoroughly discourage competition.

Who Will Try Next? Motoring authorities nationally and on the Pacific coast, realizing that motor non-stop competition is now about the only form open to stock cars, are anxious to encourage its revival in every way. Their requests were joined to the fact that the sales activities of the Lord organization demanded the attention of the members of the car's crew.

The test was throughout under the sanction and observation of the contest board, represented by Earl Cooper, the race driver who was in charge of all details. The car was taken at random from a recent shipment and was declared stock in every detail before the start. Observers, appointed by Cooper, checked every foot of the run.

MAXWELL HELPS CITY GROW.

Under the direction of President Walter E. Flanders, of the Maxwell Motor Company, Inc., Maxwell interests, combined with home capital, have formed the Greater Newcastle Company, a corporation with \$100,000 active capital, which will build, rent and sell attractive homes to workmen drawn to Newcastle by the increasing scope of Maxwell manufacturing operations in the Indiana city.

KEEPING AUTO OWNERS HAPPY

That the Business of the Willard Service Station Man in Each City.

"As a rule, the term service station is something one thinks about only when he has trouble," says Mr. Smith, local service man for the Willard Storage Battery Company.

"In our case it's a little different. First of all we want the motor car owners in this vicinity to feel that we are willing to do more than make their repairs for which we are paid. Often a man wants to know something about his battery or his electrical system, regardless of trouble, or perhaps he has heard of somebody else having a certain trouble that he wants to avoid. Right there is where real service comes in.

"When the Willard company arranges for a service station, it is with the understanding that it is being established for the car owner's welfare. They see to it that every distributor is properly equipped, both in tools and knowledge of batteries, to give expert service in all branches of battery work.

"Besides the service stations must show a willingness to give information and advice to Willard owners without charging them for it. He must even go so far as to make a thorough examination of a Willard battery to determine its condition and report this to the owner before any repairs are made.

"All this may seem like working a hardship upon the service station. But when he sits the matter to the bottom he finds it is to his advantage to have the battery owner well satisfied. If a man gets some valuable suggestion which leads to a saving of

GYPSY LEADER BUYS A BUICK

Chassis and Has an Attractive Body Built on It to Travel In.

Long before the first robin dares set foot on northern soil, John Florio, a South American gypsy, and band of co-workers, living in a small cottage in West Twenty-fifth street, Indianapolis, will have started for the Pacific slope over the old national road in a motor propelled palace that will make the main ticket wagon of the Barnum and Bailey circus look like a country hotel bus.

This resplendent domicile is built on a Buick D-4 one ton truck chassis which is equipped with a Buick valve in head thirty-seven horsepower motor, an mounted on pneumatic tires, and was built expressly for Mr. Florio. It is the first car of the kind ever turned out in this country, for indeed the genial and progressive Mr. Florio is the first of his kind to discontinue the horse for the motor car. While this nomadic vehicle is not equipped with quite all of the conveniences of the modern apartment, it has all the latest motor appliances and will be far and away ahead of anything in gypsy rolling stock that

will hit the road in the spring.

The old, time honored Romany love for gaudy paint and colored glass finds its fondest hopes more than realized in this newest thing in motor cars, and it will be a dull peasant, indeed, who will not stand awed and bewildered when this vermilion hued gasolene wagon thunders through the sleepy towns and villages along the old national trail.

When asked in regard to his plans for the future, the Latin featured and picturesque Mr. Florio replied in well broken English, "Humph, we all early start California, San Francisco." Whereupon his jewelry bedecked wife added, as she, laid aside a big briar pipe, "Etain shridu emfwp okog."

The troupe de Florio will not be accompanied by a string of spavined trading stock on its tour to the coast. The personnel of the trip will include, besides the mother and father, seven very small children, and three full grown and well rounded "go getters," who will disperse the past and reveal the future as the band winds its way toward the setting sun. John Florio comes from Valparaiso, Chile, and belongs to the Odd Fellows, the Masons, the Knights of Pythias and Red Men and can not lose if gasoline holds out.

QUEER PROPOSITION.

Ain't it funny that the same man who takes weeks to consider the purchase of a piece of real estate about which he can quickly obtain all necessary information will in a minute buy a motor car about which he knows little or nothing, simply because the salesman tells him it is the best one made?

ONLY THE
Service **Willard** Station

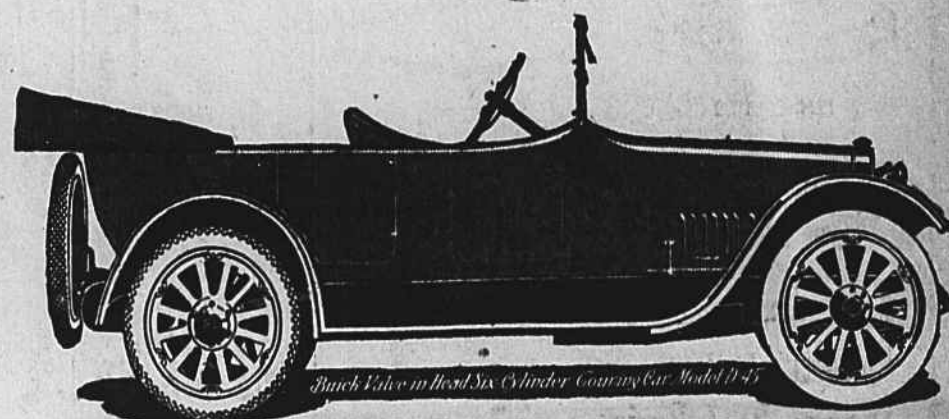
Can Give Service

BECAUSE WE HAVE—

- Largest battery charging outfit in the state
- Factory experts in charge of repairs.
- Free distilled water.
- Largest stock of repairs in the state
- Free inspection service.
- Largest stock of new batteries in the state.
- First class lead burning outfit.
- Largest stock of rental batteries in the state.
- Special representatives of the WILLARD STORAGE BATTERY CO.

We Charge and Repair All Kinds of Storage Batteries

WELCH - SMITH ELECTRIC CO.
232 Court St. Clarksburg, W. Va.



Buick D-4 in Road Six Cylinder Touring Car Model D-4

"When Better Automobiles
Are Built,

BUICK

will build them."

CLARKSBURG AUTOMOBILE CO.

DISTRIBUTORS

Water Street, near Main St.

Your Appreciation

of the Ford Car will increase when you PERSONALLY know of its reliability and service, and, most of all, the economy of operation and maintenance. Let the other fellow experiment.

Buy the car that is serving over 1,000,000 satisfied customers.

On display and sale at

Central Auto Co., Inc.

147 W. Main St.,

Clarksburg, W. Va.

SHE'LL NEVER BE A SOLDIER.

"I didn't raise my Paris distributor to be a soldier," declared E. W. Davenport, Maxwell export manager, after three successive representatives in the French metropolis had joined the colors, leaving their business to take care of itself. So Mr. Davenport sailed for Paris and appointed as distributor for all France, Mademoiselle Helene Dutrieu, member of the Legion of Honor, first French aviatrix and an expert saleswoman and motorist. Mlle. Dutrieu is associated in the business with Pierre Mortier, a staff officer in the French army and directing owner of Gil Blas.

AUTO PRESIDENT A CANDIDATE.

Elmer Hough, of Wellsburg, the energetic president of the West Virginia State Automobile Association, is a candidate for state senator in the First senatorial district. Mr. Hough is an untiring good roads enthusiast and has done more for this cause than any other worker in the state.

BUICK SIX IMPROVED.

The Buick little six will present quite a nifty appearance with the crowned fenders, instead of the flat kind and with 34x tires instead of 32x4, as in the past and the difference in prices will also be quite a feature, the new model being \$1,020, while the old was \$1,005. The machine also has many other features.